

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

The Festival Subcommittee

Wednesday, December 11, 2013

5:00 pm

Minutes

Present: Chair Betsy Paterson, Ilze Taylor, Ashley Trotter, and Kristin Schwab

Staff: Cynthia van Zelm, Sarah Delia, and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 pm.

2. Walk through potential Festival site

The committee surveyed the Town Square area as the future site of the Festival.

3. Discuss set-up logistics

The committee discussed the possibilities of closing Dog Lane, Royce Circle, and Bolton Road Ext. to vehicular traffic for the event. The committee noted the need to close the streets closer to intersections to avoid traffic problems on Dog Lane and Royce Circle.

(Meeting continued in Conference Room C of Town Hall without Kristin Schwab.)

Ms. Paterson suggested that more of Dog Lane and Royce Circle could be used if there are more booths than can fit in the streets adjacent to the Town Square.

Sarah Delia recalled a conversation from prior to the 2013 Festival regarding whether or not to open the event up to non-Mansfield businesses. She suggested adding the topic to a future agenda and to keep in mind the space availability.

Kristin Schwab and Kathleen Paterson will work on a preliminary site plan prior to the next meeting.

4. Finalize date of event

Ms. K. Paterson said that, if keeping the same schedule as the past couple of years, then the Festival date would be Sunday, September 20.

The committee discussed the merits of and concerns with holding the event on Saturday. By general consensus, the committee decided to keep the event on Sunday for 2014; the Festival will be Sunday, September 20, 2014.

5. Discuss event name

Ms. K. Paterson explained that when the Festival on the Green was started in 2003, there was no plan yet for the downtown. She said that it was not until 2005 that the plans for the downtown were

formed, including plans for the Town Square. She said the name of the event remained the same despite the fact that the plans have always referenced a Town Square.

The committee discussed the need to change the name to reflect the new location in Storrs Center and noted that, after ten years, the timing was good for a new name.

After some discussion, the committee agreed by consensus to call the event simply “The Festival.”

The committee discussed the need for a new logo, which they would like to include the name “Downtown Storrs” and to incorporate a square shape.

Cynthia van Zelm will contact a professor at UConn with whom she had discussed the possibility of having his class assist with branding and logo work [Done].

Ilze Taylor suggested contacting one of the art professors at ECSU who also uses “real world” design projects for her students.

6. Approve meeting dates for 2014

By consensus, the committee adopted the list of meeting dates for 2014.

7. Adjourn

The meeting adjourned at 6:10 pm.

Minutes prepared by Cynthia van Zelm.